

WHAT IS CLAIMED IS:

1 1. A content reproduction apparatus, comprising:
2 content storing means for storing commercial content;
3 receiving means for receiving broadcast programs;
4 first reproducing means for reproducing the received
5 broadcast programs on a monitor;
6 specifying means for specifying a broadcast program that
7 will be reproduced without the commercial content being
8 reproduced; and
9 second reproducing means for reproducing the stored
10 commercial content on the monitor when the broadcast program
11 being reproduced is not the specified broadcast program.

1 2. The content reproduction apparatus of claim 1, the specifying
2 means including
3 attribute judging means for judging whether an attribute
4 of the broadcast program being reproduced corresponds to a
5 specified attribute,
6 wherein the specifying means specifies the broadcast
7 program judged to have a corresponding attribute as the
8 broadcast program that will be reproduced without the
9 commercial content being reproduced.

1 3. The content reproduction apparatus of claim 2, the attribute

2 judging means including

3 attribute storing means for storing one or more attributes
4 selected by a user.

1 4. The content reproduction apparatus of claim 2, the attribute
2 judging means including

3 information storing means for storing information that
4 shows whether the broadcast program is (a) a pay broadcast
5 program and (b) a subscribed broadcast program,

6 wherein the attribute judging means judges, by referring
7 to the stored information, whether the broadcast program being
8 reproduced is (a) a pay broadcast program and (b) a subscribed
9 broadcast program, and

10 the specifying means specifies the broadcast program
11 judged to be a subscribed pay broadcast program as the broadcast
12 program that will be reproduced without the commercial content
13 being reproduced.

1 5. The content reproduction apparatus of claim 2, the attribute
2 judging means including

3 information storing means for storing information that
4 shows whether the broadcast program is an image, sound, or data
5 broadcast program,

6 wherein the attribute judging means judges whether the

7 broadcast program being reproduced is an image, sound, or data
 8 broadcast program by referring to the stored information, and
 9 the specifying means specifies the broadcast program
 10 judged to be an image broadcast program as the broadcast
 11 program that will be reproduced without the commercial content
 12 being reproduced.

1 6. A content reproduction apparatus, comprising:
 2 content storing means for storing commercial content;
 3 receiving means for receiving broadcast programs;
 4 first reproducing means for reproducing the received
 5 broadcast programs on a monitor;
 6 non-broadcast period storing means for storing
 7 non-broadcast period information showing a non-broadcast
 8 period of a broadcast program;
 9 non-broadcast period judging means for judging whether a
 10 present time corresponds to the non-broadcast period shown in
 11 the stored non-broadcast period information; and
 12 second reproducing means for reproducing the stored
 13 commercial content on the monitor when the present time is
 14 judged to correspond to the shown non-broadcast period.

1 7. A content reproduction apparatus, comprising:
 2 content storing means for storing commercial content;

3 receiving means for receiving broadcast programs;
 4 first reproducing means for reproducing the received
 5 broadcast programs on a monitor;
 6 registered instruction storing means for storing one or
 7 more specified user instructions;
 8 instruction receiving means for receiving a user
 9 instruction;
 10 instruction judging means for judging whether the received
 11 user instruction corresponds to any of the stored user
 12 instructions; and
 13 second reproducing means for reproducing the stored
 14 commercial content on the monitor when the received user
 15 instruction is judged to correspond to one of the stored user
 16 instructions.

1 8. The content reproduction apparatus of claim 7, the second
 2 reproducing means including

3 display-mode controlling means for controlling a
 4 reproduction display-mode of the commercial content in
 5 accordance with a content of the user instruction judged to
 6 correspond to one of the stored user instructions.

1 9. The content reproduction apparatus of claim 8, further
 2 comprising:

3 canceling means for canceling a reproduction of the
4 commercial content, and

5 the canceling means further including

6 termination instruction receiving means for receiving a
7 termination instruction from a user to terminate the
8 reproduction of the commercial content being reproduced; and

9 acceptance judging means for judging, in accordance with
10 a content of the user instruction judged to correspond to one
11 of the stored user instructions, whether the termination
12 instruction should be accepted,

13 wherein the canceling means cancels the reproduction of
14 the commercial content being reproduced when the termination
15 instruction is judged to be acceptable.

1 10. The content reproduction apparatus of claim 9, wherein the
2 canceling means cancels the reproduction of the commercial
3 content during the broadcast program when the broadcast program
4 is a specified broadcast program.

1 11. The content reproduction apparatus of claim 10, the
2 canceling means including

3 broadcast program type judging means for judging whether
4 the broadcast program being reproduced is a pay broadcast
5 program; and

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6 subscription judging means for judging, when the broadcast
7 program is judged to be the pay broadcast program, whether the
8 broadcast program being reproduced has been subscribed,
9 wherein the canceling means cancels the reproduction of
10 the commercial content when the broadcast program is judged to
11 be a subscribed pay broadcast program.

1 12. The content reproduction apparatus of claim 7, further
2 comprising:

3 canceling means for canceling a reproduction of the
4 commercial content, and

5 the canceling means further including

6 termination instruction receiving means for receiving a
7 termination instruction from a user to terminate the
8 reproduction of the commercial content being reproduced; and

9 acceptance judging means for judging, in accordance with
10 a content of the user instruction judged to correspond to one
11 of the stored user instructions, whether the termination
12 instruction should be accepted,

13 wherein the canceling means cancels the reproduction of
14 the commercial content being reproduced when the termination
15 instruction is judged to be acceptable.

1 13. The content reproduction apparatus of claim 12, wherein

2 the canceling means cancels the reproduction of the commercial
3 content during the broadcast program when the broadcast program
4 is a specified broadcast program.

1 14. The content reproduction apparatus of claim 13, the
2 canceling means including

3 broadcast program type judging means for judging whether
4 the broadcast program being reproduced is a pay broadcast
5 program; and

6 subscription judging means for judging, when the broadcast
7 program is judged to be the pay broadcast program, whether the
8 broadcast program being reproduced has been subscribed;

9 wherein the canceling means cancels the reproduction of
10 the commercial content when the broadcast program is judged to
11 be a subscribed pay broadcast program.

1 15. A content reproduction apparatus, comprising:

2 content storing means for storing commercial content;

3 receiving means for receiving broadcast programs;

4 first reproducing means for reproducing the received
5 broadcast programs on a monitor;

6 pre-select information storing means for storing
7 information showing a pre-select timeslot of a broadcast
8 program;

9 pre-select judging means for judging, by referring to the
10 stored information, whether a present time is within a
11 predetermined period occurring before and after the pre-select
12 timeslot; and

13 second reproducing means for reproducing the stored
14 commercial content on the monitor when the present time is
15 judged to be within the predetermined period.

1 16. A reproduction method for a content reproduction apparatus
2 having content storing means for storing commercial content,
3 comprising:

4 a receiving step for receiving broadcast programs;

5 a first reproducing step for reproducing the received
6 broadcast programs on a monitor;

7 a specifying step for specifying a broadcast program that
8 will be reproduced without the commercial content being
9 reproduced; and

10 a second reproducing step for reproducing the stored
11 commercial content on the monitor when the broadcast program
12 being reproduced is not the specified broadcast program.

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1 17. A reproduction method for a content reproduction apparatus
2 having both content storing means for storing commercial
3 content and registered instruction storing means for storing

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4 one or more specified user instructions, comprising:
5 a receiving step for receiving broadcast programs;
6 a first reproducing step for reproducing the received
7 broadcast programs on a monitor;
8 an instruction receiving step for receiving a user
9 instruction;
10 an instruction judging step for judging whether the
11 received user instruction corresponds to any of the stored user
12 instructions; and
13 a second reproducing step for reproducing the stored
14 commercial content on the monitor when the received user
15 instruction is judged to correspond to one of the stored user
16 instructions.

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1 18. A recording medium for recording a computer program which
2 is used by a content reproduction apparatus having content
3 storing means for storing commercial content, the computer
4 program comprising:

5 a receiving step for receiving broadcast programs;
6 a first reproducing step for reproducing the received
7 broadcast programs on a monitor;
8 a specifying step for specifying a broadcast program that
9 will be reproduced without the commercial content being
10 reproduced; and

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11 a second reproducing step for reproducing the stored
12 commercial content on the monitor when the broadcast program
13 being reproduced is not the specified broadcast program.

1 19. A recording apparatus for recording a computer program which
2 is used by a content reproduction apparatus having both content
3 storing means for storing commercial content and registered
4 instruction storing means for storing one or more specified user
5 instructions, the computer program comprising:

6 a receiving step for receiving broadcast programs;
7 a first reproducing step for reproducing the received
8 broadcast programs on a monitor;
9 an instruction receiving step for receiving a user
10 instruction;
11 an instruction judging step for judging whether the
12 received user instruction corresponds to any of the stored user
13 instructions; and

14 a second reproducing step for reproducing the stored
15 commercial content on the monitor when the received user
16 instruction is judged to correspond to one of the stored user
17 instructions.